

Willard STORAGE BATTERY SERVICE STATION

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"Rubber, of Course"

Ask any electrical man to name the best all-around insulation. Ten to one he'll say rubber.

It is the right answer, too, particularly where storage batteries are concerned. That's one of the things that three years use of Willard Threaded Rubber Insulation has proved.

Come in. Let us tell you more about Threaded Rubber. Ask, while here, for a copy of the booklet, "The Wick of the Willard."

Ozburn-Abston Co.

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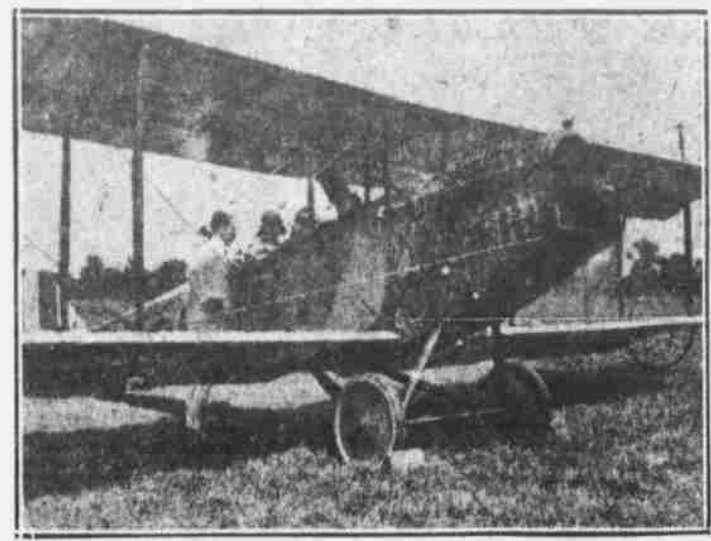
610 Monroe Ave.—At Bridge

We test, repair and recharge storage batteries and always carry a full supply of battery parts, new batteries and rental batteries for all makes of cars.



READ THE NEWS SCIMITAR CLASSIFIED ADS

AIR NAVIGATION COMPANY IS SWAMPED WITH APPLICATIONS



Departure of the first aerial express packages consigned from Memphis to Clarksdale, Miss.

Memphis' first company, in fact the first of its kind in the South for commercializing aerial transportation of both passengers and freight, has sprung into being with the Memphis Aerial company, offices in the Union and Planters bank building. The officers are: Lieut. G. G. Garrison, president; Lieut. W. F. McMarrow, vice-president; Lieut. O. C. Francis and W. J. O'Sullivan, field managers, and John L. Day, secretary-treasurer.

Coincident with the formation of the company and its initial attempts to take passengers aloft, a flood of applications for an experience at aerial navigation was dumped into the company's little office. They came from doctors, lawyers, adventurous youths, society girls, matrons—in fact from people in all walks of life. Some wanted to fly "just a minute or two." Others wanted the company to provide them transportation by air to summer resorts in the Michigan woods. The flying craze, so McMarrow declares, has taken as firm a hold on the public in general as did the automobile craze a few years ago.

"We have had such a tremendous business we have been forced to put in an order for half a dozen additional ships he declared. 'Our aerial express project, which is at present in its infancy, also gives promise of immediate success and in addition we have been forced to make arrangements for opening a school of instruction for student flyers.'

"If you've never been up you should try it once. The view of Memphis and the surrounding country as it is laid out along the winding river, is one never to be forgotten. And if you want a real thrill, beautiful, awe-inspiring, you should drift through a few clouds or perch above a thunderstorm and watch the streaks of lightning shoot earthward.

"We have exclusive rights to the North Memphis flying park field and we are making flights daily. Between our exhibition flights, our passenger tours, our express delivery, our school

of instruction and the sales end of our business we find our hands more than full."

According to officials of the company several orders for "ships," which are of the Curtiss make, have already been placed, and it may be a question of but a few months when private-owned planes will be snoring across the sky at all hours of the day and night.

Stephens Agency Opens Showroom At 352 Madison

With J. A. Miller as general manager, and Jack Rocco as salesman, the Miller Motor Sales company, distributors of the famous Stephens car, has opened quarters at 352 Madison avenue.

Handling one of the best known cars manufactured, the new entry into the local passenger car field has already made itself popular. Every motorist knows of the Stephens Salient Six, and what they don't know about the car Rocco and Miller are not slow in imparting.

"Our only complaint is that we can't get them fast enough," declared Rocco, who has the reputation up and down the row as being one of the best auto salesmen in the city. "I'll give you my word we sold the first shipment without ever getting them to the building—sold them right off the platform."

As Miller puts it: "When the Stephens Motor works, of the Moline Flow company, announced the first Stephens Salient Six a little less than four years ago, few people knew the tremendous possibilities of the company. But time and truth revealed that Stephens makers were not only fitted but owned and had every modern method of manufacture, unique in the automobile world, that enabled the highest quality motor cars.

"And that, in their more than a half century's building of America's finest coaches, they had acquired a basic knowledge as well as the finer points of custom body fashioning, finishing and upholstery. Also that they had attracted and built an organization of leading engineers who attacked the mechanical parts of the car with such determination and vigor that now the Stephens Salient Six chassis is classed as one of the finest in America in mechanical excellence, in power, speed, scientific construction, endurance and road riding qualities.

"It is the ideal of the Stephens makers to produce in the Stephens Salient Six a line of cars which in beauty, comfort, safety and reliability quite surpass any others in its class.

"The result is a standard of perfect mechanical excellence carrying a series of Stephens custom fashioned bodies confined to two, four and six-passenger bodies in the open models and a luxury coupe and sedan in the enclosed body models.

It is distinguished by a fine, long, high hood terminating at the perky tilted windshield and artistically dropping abruptly downward several inches to the top of the low body sides.

In profile the sides of the car are fashionably low. The rear body contains two large peep and baggage compartments, one with the side door opening. It is fitted with hand-tailored snug top and wind screen and retains. The standard color is olive drab.

The four-passenger touring speedster model "44" gives promise of being the most popular of the Stephens Salient Six post-war models.

From any angle, or in front, this Stephens touring speedster presents a narrow, low, long "fuselage" type body, built for speed and touring comfort.

It is equipped with semi-Victoria hand-tailored top and has walnut paneled compartment in rear of front seat 22x37x14 inches, equipped with robe rack and lock. Standard color Salsinax red.

The new six-passenger touring car "55," Stephens makers claim to be the final word in open models for the year. It has the same general appearance as the four-passenger except the body is considerably longer. It has two auxiliary seats specially designed for comfort, which have much leg room as front seat. When folded the auxiliary seats entirely disappear.

The six-passenger is fitted with standard hand-tailored touring top. Standard color, Stephens blue.

Paige Car Sets Service Record That's Hard To Beat

If you can beat this for a record of car performance let's hear from you: A 1915 Fairfax Six model Paige touring car drove up before the showroom of the Paige Company of Memphis late Friday and a lady stepped out. The car was dusty, travel-stained and piled with luggage. Its license tag bore a Wichita, Kan., stamp, but—

Mrs. Mead Jordan, of Wichita, who owns and was driving the car, gave the local Paige people a bit of information that is interesting to say the least. Since she has owned her car, she says, it has been twice driven from Chicago to Los Angeles, Cal. and back, a total distance of 41,000 miles, and is now en route, from Wichita, to Nashville, an additional 2,207 miles by the way she traveled. And here is the record: 42,000 miles and not a cent for repairs.

That's going some.

Oh, yes, before we forget it. She did have one "renewal." Her car was "repaired" here Friday to the extent of a 10-cent spring for the distributor box.

GREAT HARVEST TO NEED MOTOR TRUCKS

In the next few weeks the problem of transportation is likely to assume a very serious aspect. The harvest, which promises to be the largest on record, is but a few weeks off, and the railroads will be taxed beyond their capacity to handle it.

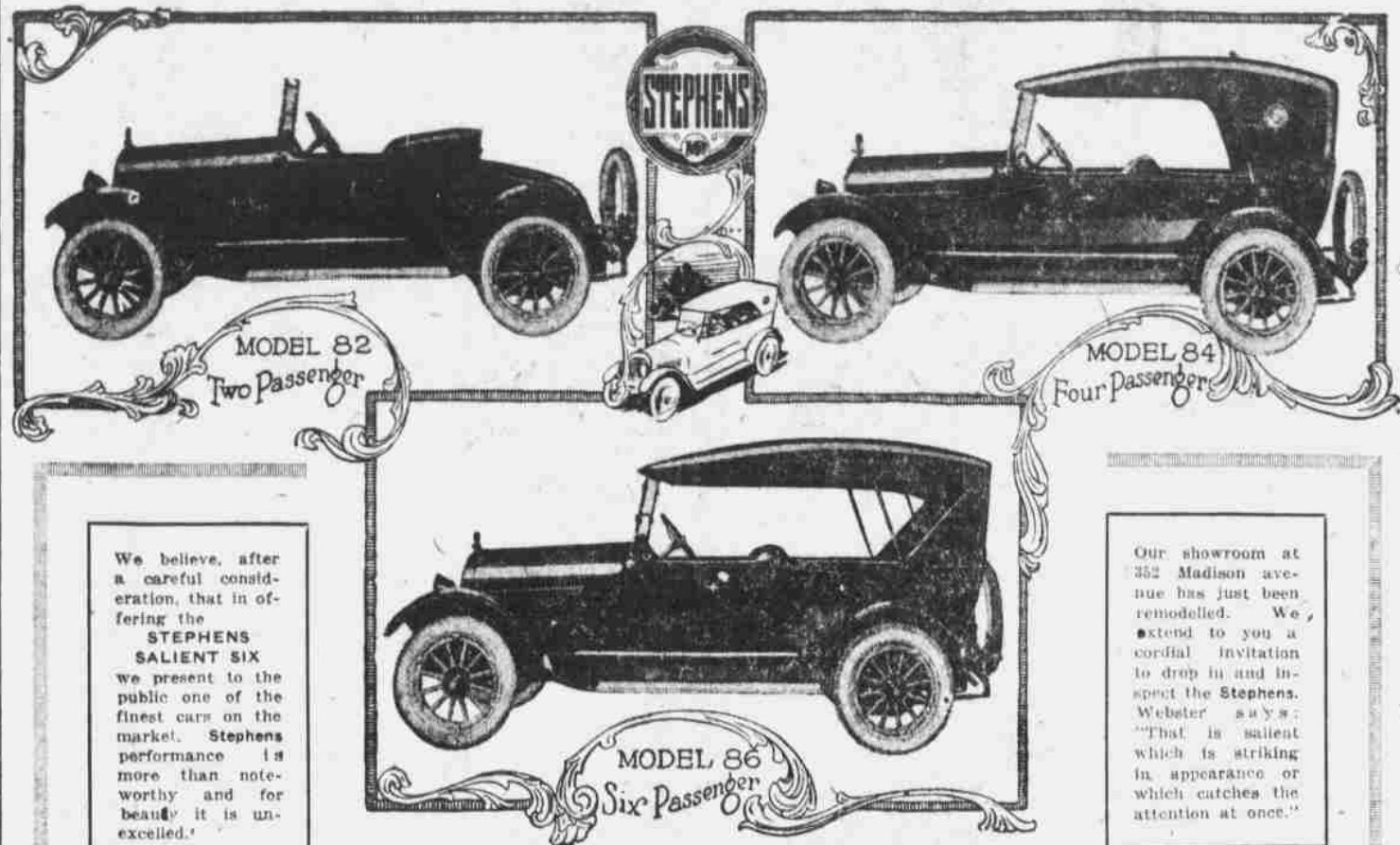
The country is getting on a peace basis that is as strenuous as at any time during the war. The demand for merchandise and material of all descriptions is without parallel.

With the present deplorable situation of the railroads, through no fault of their own, there is only one solution possible, and that is the use of the motor truck on an even larger scale than during the war.

"Volume of motor transportation is the only relief available," says R. E. Fulton, vice-president of the International Motor company, manufacturer of Mack trucks. "The demand for motor trucks is already so great that the only way it will be possible to meet it is for operators to buy the largest trucks they can consistently operate in their business, because one large unit will do the work of several small ones."

"Business men and manufacturers must anticipate their transportation needs now and act at once if they do not want to suffer great losses through transportation delays."

Announcing the Stephens Salient Six



We believe, after a careful consideration, that in offering the STEPHENS SALIENT SIX we present to the public one of the finest cars on the market. Stephens performance is more than noteworthy and for beauty it is unexcelled.

Our showroom at 352 Madison avenue has just been remodelled. We extend to you a cordial invitation to drop in and inspect the Stephens. Webster says: "That is salient which is striking in appearance or which catches the attention at once."

Here is the refreshingly new Stephens Salient Six, with featureful custom fashioned bodies—a treat to the eye, beautifully rounded—smarter longer, lower and roomier—seats deeper and softer—a magnificent high hood—long, narrow and tapering, terminating at the perky tilted windshield with an artistic drop to the lower body sides.

New American seating capacity—that's the thing—confined to the 2, 4 and 6 passenger bodies in open models.

Newer comfort in the deep, lounge-like, soft, genuine leather Turkish upholstery. French pleated, doubly padded with real curled hair.

All that you want in the Stephens chassis of mechanical excellence. The Stephens perfected overhead valve engine, the most powerful for its size in the world—habitually economical. The whole, a car that runs so true and travels so swift and smooth each ride you take you come to call a road flight.

That's the new Stephens Salient Six.

Miller Motor Sales Co.

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It makes no difference to us what make of battery your car is equipped with. Drive up. We'll examine it, test it and water it free, for we strive to give service at all times. It is this kind of service that has built up our business.

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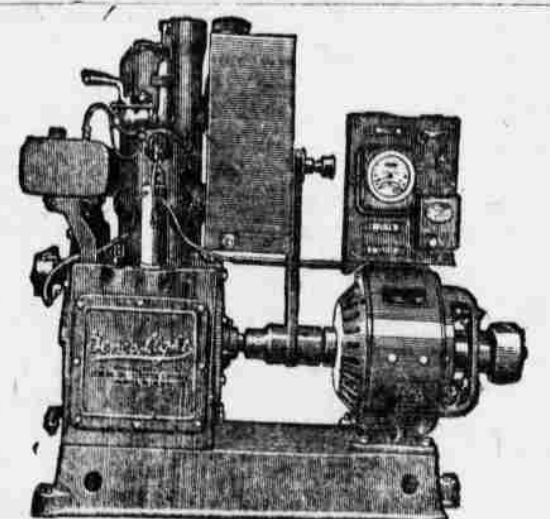


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The Genco Light Plant FOR COUNTRY HOMES.

Operates a water pump or other small machines by belt from pulley mounted directly on shaft. No electric motor required. To operate an electric motor from a storage battery is injurious to the battery, shortening its life.

GOOD DEALERS WANTED

McBee Engine and Implement Co.
10 North Front St. Memphis, Tenn.